

Strategic Plan Foundational Goal: **Community Connections**

January 12, 2021



Meeting Purpose:

Discuss and finalize
the goal and strategies for the
Community Connections
Foundational Goal

Community Connections Foundational Goal Statement



Engage and advance relationships with the Pierce County community in a timely, accessible, and inclusive way.

Replacing this prior version:

Advance the Port's commitment to throughout Pierce County by promoting partnerships and engaging with the community in a timely, accessible, and inclusive way.

Community Connections Draft Strategies



Foundational Goal

Engage and advance relationships with the Pierce County community in a timely, accessible, and inclusive way.

STRATEGIES

CC-1 Strengthen, build and maintain relationships with a wide variety of public, community, and business stakeholders through direct engagement.

CC-2 Strengthen, build and maintain strategic relationships with federal, state and local governments, and the Puyallup Tribe of Indians.

CC-3 Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.

Community Connections Strategy 1 (CC-1)

Strengthen, build and maintain relationships with a wide variety of public, community, and business stakeholders through direct engagement.



Community Connections

How we Engage with the Community



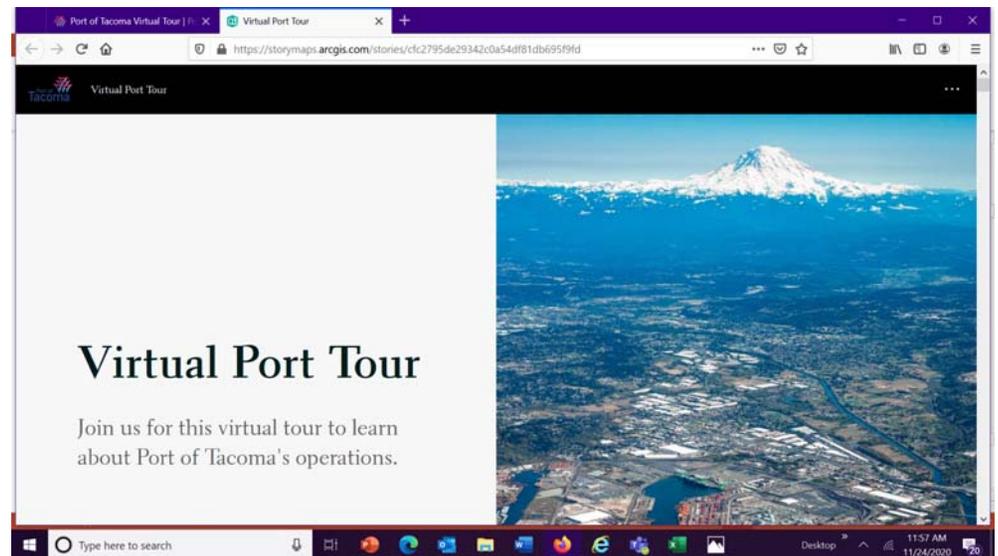
Community Connections

How we Engage with the Community



Community Connections

How we Engage with the Community



CC-1 Strengthen, build and maintain relationships with a wide variety of public, community, and business stakeholders through direct engagement.



Draft Supporting Actions

- Public tours to improve understanding of the Port and encourage use of public access sites.
- Speaking engagements
- Booths at festivals, markets and career fairs
- Community meetings
- Local Economic Development Investment Fund
- Virtual tours
- Charitable volunteer opportunities

CC-1 Strengthen, build and maintain relationships with a wide variety of public, community, and business stakeholders through direct engagement.



Draft Metrics

- ✓ 12 monthly bus tours/year
- ✓ 1 boat tour/year
- ✓ 1 touch-a-truck event/year
- ✓ 2 nature walks/year
- ✓ Monkeyshines participation
- ✓ 20 speaking engagements/year
- ✓ 4 Coffees with a Commissioner/year
- ✓ 10 farmers' market, festival or career fair booths/year
- ✓ Annual investments via LEDIF
- ✓ 2 new virtual tours

Confirming...

Community Connections Strategy 1 (CC-1):
Strengthen, build, and maintain relationships with a wide variety of public, community, and business stakeholders through direct engagement.

Community Connections Strategy 2 (CC-2)

Strengthen, build and maintain strategic relationships with federal, state and local governments, and with the Puyallup Tribe of Indians.



Community Connections

How we engage with governments



CC-2 Strengthen, build and maintain strategic relationships with federal, state and local governments, and with the Puyallup Tribe of Indians.



Draft Supporting Actions

1. Regularly look for opportunities for commissioner engagement with elected officials at all levels of government.
2. Provide opportunities for newly elected leaders to tour the port and learn more about the organization.
3. Conduct joint study sessions with local governments.
4. Identify speaking opportunities for commissioners and executive director at city council meetings.
5. Invest in projects via the Local Economic Development Investment Fund; add “check presentation” ceremonies.

CC-2 Strengthen, build and maintain strategic relationships with federal, state and local governments, and with the Puyallup Tribe of Indians.



Draft Supporting Actions, cont.

5. Engage in coalition building to advance the Port's legislative priorities.
6. Build relationships on the federal level independent of the Northwest Seaport Alliance (NWSA).
7. Explore ways to recognize the many contributions made by indigenous peoples in our community.
8. Conduct tribal consultation per the terms of the Puyallup Land Claims Settlement and develop standard procedures for consultations, and other communications, with the Tribe.
9. Maintain and enhance current partnerships with Puyallup Tribal Fisheries personnel on research, habitat restoration, and overall fisheries enhancement.

CC-2 Strengthen, build and maintain strategic relationships with federal, state and local governments, and with the Puyallup Tribe of Indians.



Possible Metrics

- ✓ 2 joint study sessions with another local government per year
- ✓ Tours made available to every newly elected state legislator, county councilmember or city councilmember
- ✓ 8 speaking engagements before city councils in 2021; 4 per year in future years
- ✓ 2 Local Economic Development Investment Fund (LEDIF) check presentation ceremonies per year
- ✓ 2 check-ins per year with congressional staff for non-NWSA issues
- ✓ Quarterly elected-to-elected meetings between the Port and the Puyallup Tribe

Confirming...

Community Connections Strategy 2 (CC-2):

Strengthen, build and maintain strategic relationships with federal, state and local governments, and with the Puyallup Tribe of Indians.

Community Connections Strategy 3 (CC-3)

Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.



Port Communications Department



Internal & External communications

Emails

All-staff meetings

Website

Social media

- Facebook, Twitter, Instagram, YouTube, LinkedIn

Press releases

Media relations

E-Newsletters

- Pierside, Connections, Port Update

Stories, articles

Videos

Photos

Communication support:

- Writing, editing
- PowerPoint presentations
- Graphic design
- Talking points



Stories

Foghorns: The sound of the ancient mariner is as important as ever



CC-3 Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.



Foundational Goal: Engage and advance relationships with the Pierce County community in a timely, accessible, and inclusive way.

The overarching goals of Port communications are to:

- Increase the value of the Port of Tacoma brand
- Positively influence Port perception among key audiences
- Exercise excellence and best practice in communications



CC-3 Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.



Communication Objectives:

- Ongoing and regular communications on Strategic Plan implementation progress
- Emphasize stories that reflect the Port's commitment to safe and efficient operations, environmental stewardship, fiscal stewardship, economic development and community prosperity
- Seek opportunities to earn positive media coverage of how the Port integrates into the regional economy, business and industries

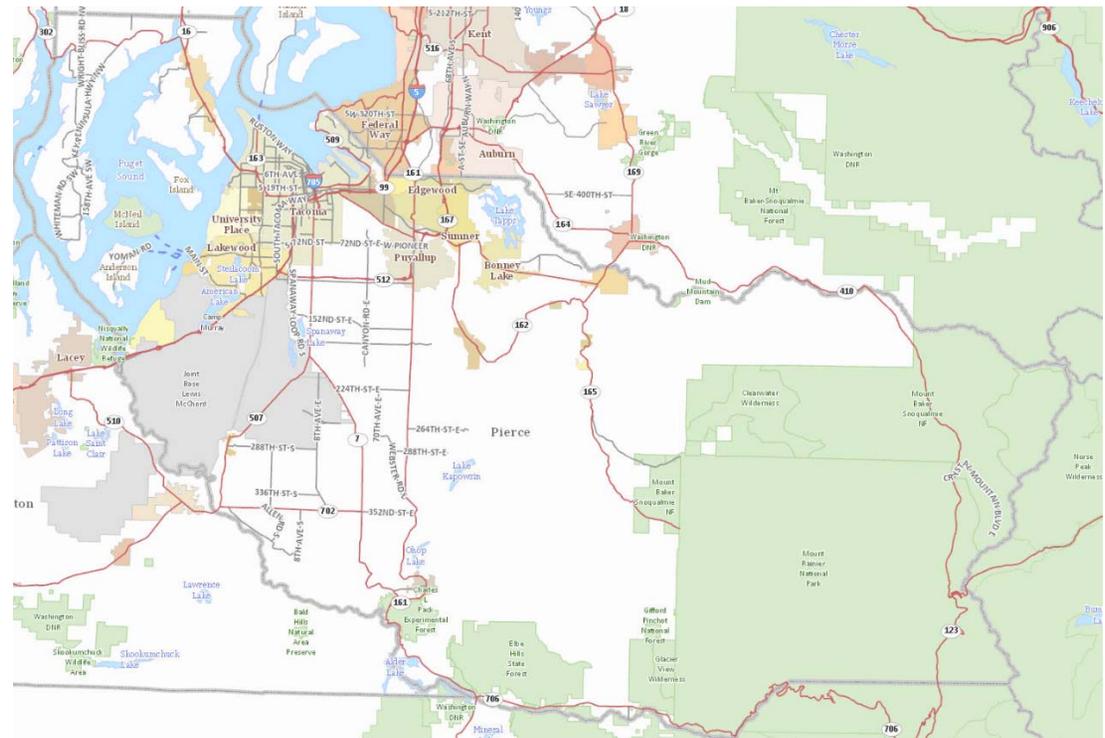


CC-3 Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.



Communication Objectives:

- Reach a broader demographic and geographic audience throughout Pierce County
- Increase engagement with non-English language communities throughout Pierce County
- Increase engagement on the Port's social media channels and visitors to website



CC-3 Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.



Communication Objectives:

- Strengthen internal communications
- Proactively identify, monitor and prepare for adverse issues or events
- Increase community awareness of the Port's public access sites
- Promote community relations/engagement events and activities



CC-3 Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.



Communication Objectives:

- Promote public participation in Commission meetings
- Exercise excellence and best practices in communications
- Make better use of data and measurement to help understand our audiences and more effectively communicate with the community
- Measure perceptions and awareness among the public and key stakeholders through quantitative and qualitative surveys

2021/2022 Resource Allocation

- Sufficient resources are allocated in the 2021 budget to support most of the above objectives; extra resources would be needed for translation and survey costs.

Confirming...

Community Connections Strategy 3 (**CC-3**):

Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.

Community Connections Foundational Goal and Strategies - Review



Foundational Goal

Engage and advance relationships with the Pierce County community in a timely, accessible, and inclusive way.

CC-1 Strengthen, build and maintain relationships with a wide variety of public, community, and business stakeholders through direct engagement.

CC-2 Strengthen, build and maintain strategic relationships with federal, state and local governments, and with the Puyallup Tribe of Indians.

CC-3 Develop and implement a comprehensive communications plan to measurably increase the reach and impact of our communications, strengthen the Port's reputation, and emphasize our priorities and accomplishments.



Questions??

Next Steps

- Jan-Feb Maul Foster Alongi *feedback loop* interviews with Commissioners and community leaders
- Jan 21** Commission consideration of additional project budget
- Feb 18** Preliminary Draft Strategic Plan available for comment
- Mar 18** Commission consideration of the Final Draft Port of Tacoma Strategic Plan
- Apr 14** Commission consideration of the Port of Tacoma Strategic Plan for adoption

Bold dates are Port Commission meetings